Pearson BTEC

First teaching from September 2022

Pearson BTEC
Tech Award Level 1/2 in

Travel and Tourism

Component 3: Influences on global travel and tourism

L1/2

Sample Assessment Materials

First teaching from September 2022; First Certification Summer 2024

Issue 2

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Summary of Pearson BTEC Level 1/2 Tech Award in Travel and Tourism Sample Assessment Materials for Component 3: Influences on Global Travel and Tourism Issue 2 changes

Summary of changes made between previous issues and this current issue	Page number
In the *Sample mark grid* section for questions 10 (a) and 10 (e) the Levels 1 and 3 descriptors' wording was amended slightly for clarity.	Pages 28 and 31

If you need further information on these changes or what they mean, contact us via our website at: qualifications.pearson.com/en/support/contact-us.html.

Contents

Summary of Sample Assessment materials changes	**i**
Exam paper	**1**
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Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number

Learner Registration Number

Pearson BTEC Tech Award

Sample Assessment Materials for first teaching September 2022

Time 2 hours

Paper reference **XXXXX/XX**

Travel and Tourism

COMPONENT 3: Influences on Global Travel and Tourism

You do not need any other materials.

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ▶

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S 7 2 5 0 8 A 0 1 1 8

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SECTION A

Answer ALL questions. Write your answers in the spaces provided.

One factor influencing global destinations is media coverage.

1 State **two** types of media.

1 .....

.....

2 .....

.....

(Total for Question 1 = 2 marks)

Fluctuations in currency exchange rates is one economic factor that influences global travel and tourism.

2 (a) State **one** other economic factor that influences global travel and tourism.

(1)

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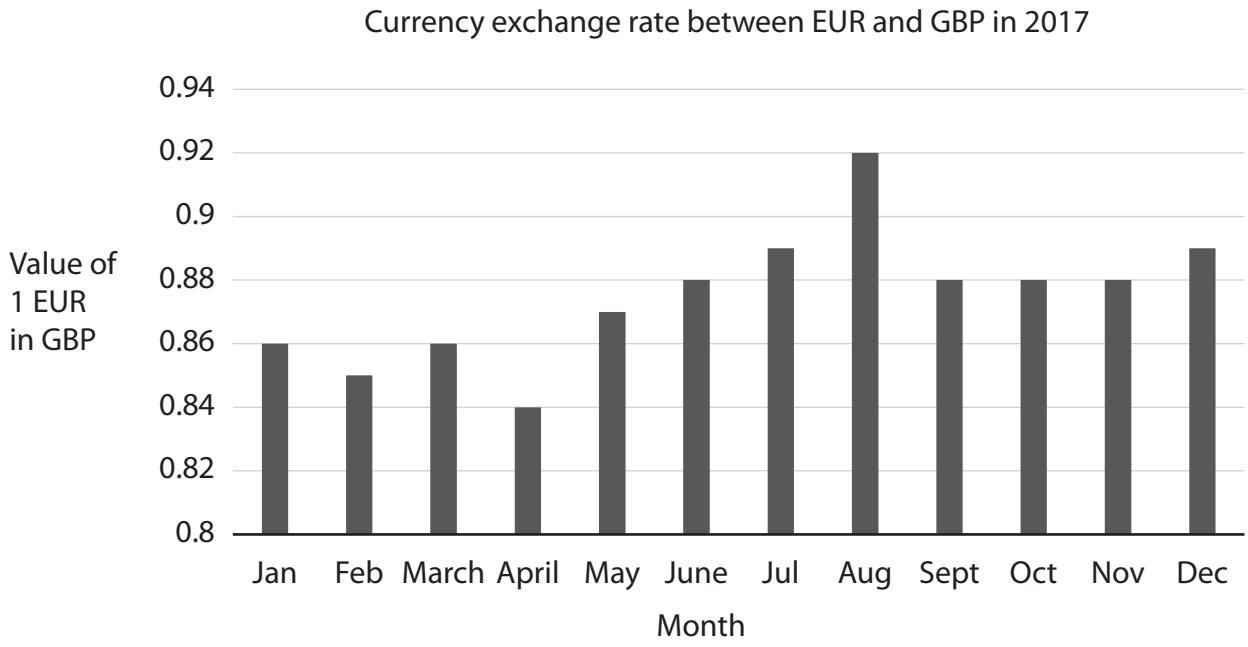
Graph 1 shows fluctuations in the currency exchange rate between the Euro (EUR) and the British pound (GBP) in 2017.



Graph 1

(b) Identify the value of one Euro (EUR) in British pounds (GBP) in April 2017.

(1)

.....

(Total for Question 2 = 2 marks)

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In some global destinations there is a risk of contracting infectious diseases.

3 (a) Give **two** symptoms of malaria.

(2)

1 .....

.....

2 .....

.....

(b) Give **two** precautions visitors can take to protect themselves against contracting infectious diseases.

(2)

1 .....

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2 .....

.....

(Total for Question 3 = 4 marks)

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The Tourist Area Life Cycle (TALC) model shows visitor numbers to a destination over time.

4 (a) State **one** of the stages of the Tourist Area Life Cycle (TALC) model.

(1)

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.....

Some destinations are known as **mature**.

(b) State **two** characteristics of a mature destination.

(2)

1 .....

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2 .....

.....

(Total for Question 4 = 3 marks)

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5 (a) Give **two** types of severe weather events.

(2)

1 .....

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2 .....

.....

(b) Explain **one** effect of severe weather events on travel and tourism organisations.

(2)

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.....

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.....

Landslides are one type of natural disaster.

(c) State **one other** type of natural disaster.

(1)

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.....

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(d) Explain **two** ways UK tour operators could assist their customers stranded by the landslide.

(4)

1 .....

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2 .....

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(Total for Question 5 = 9 marks)

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Many travel and tourism organisations are planning to be more sustainable.

Table 1 shows two types of travel and tourism organisation and an issue that each has to manage.

6 Complete Table 1:

(i) give **two examples** of how hotel restaurants can **manage waste**

(ii) give **two examples** of how cruise ship operators can **save energy**.

(4)

Type of travel and tourism organisation	**Issue**	**Examples**
(i) Hotel restaurant	Managing waste	1 .... 2 ....
(ii) Cruise ship operator	Saving energy	1 .... 2 ....

Table 1

(Total for Question 6 = 4 marks)

TOTAL FOR SECTION A = 24 MARKS

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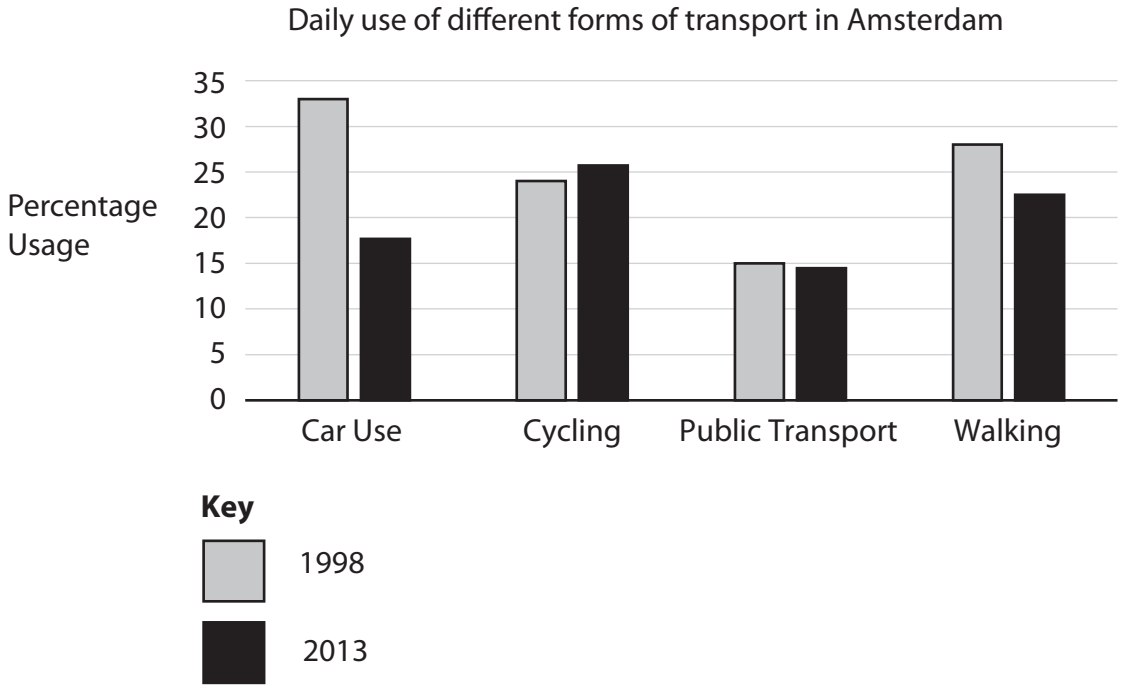
SECTION B

Answer ALL questions. Write your answers in the spaces provided.

Graph 2 shows the daily use of different forms of transport in Amsterdam in 1998 and 2013.



Graph 2

Refer to the information in Graph 2 to answer questions 7(a), 7(b) and 7(c).

7 (a) Identify the daily use of public transport in 1998.

(1)

.....

.....

(b) Identify the type of daily transport that has decreased the most in usage between 1998 and 2013.

(1)

.....

.....

In 1999 a bike sharing scheme was introduced to Amsterdam. Bikes were available for hire outside rail and bus stations for a small fee.

(c) Explain **one** advantage for the environment in Amsterdam of the bike sharing scheme.

(2)

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(Total for Question 7 = 4 marks)

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Tourism may have impacts on destinations.

8 (a) State **two** positive sociocultural impacts of tourism.

(2)

1 .....

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2 .....

.....

(b) Explain **two** negative sociocultural impacts of tourism.

(4)

1 .....

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2 .....

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(Total for Question 8 = 6 marks)

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Image 1 shows sustainable tourism at The Forest Lodge, Nepal.

(Source: agefotostock/Alamy Stock Photo)

Image 1

At The Forest Lodge guests stay in hand-built stone cottages arranged like a traditional Nepali village.

All the wood furniture is handcrafted by local people.

Local experts take guests on guided bird walks through the surrounding hills and forests.

Meals are provided by a chef who uses local ingredients and herbs grown in the lodge garden.

The Forest Lodge also funds projects to:

- train locals in customer service skills
- monitor and research wildlife in the forests
- rebuild a local secondary school.

9 (a) The Forest Lodge achieves the aim of sustainable tourism which includes increasing economic benefits. Identify **two** positive **economic** impacts of tourism at the Lodge.

(2)

1 .....

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2 .....

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Sustainable tourism also includes reducing negative impacts of tourism.

(b) Explain **two** methods used at the lodge that will reduce the negative **environmental** impacts of tourism.

(4)

1 .....

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2 .....

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(Total for Question 9 = 6 marks)

TOTAL FOR SECTION B = 16 MARKS

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SECTION C

Answer ALL questions. Write your answers in the spaces provided.

Papua New Guinea

Location

Papua New Guinea is located in the South Pacific, north of Australia. The capital city is Port Moresby.

Features

Papua New Guinea is known for its remoteness, traditional cultures, tropical rainforests, and mountainous, volcanic landscapes.

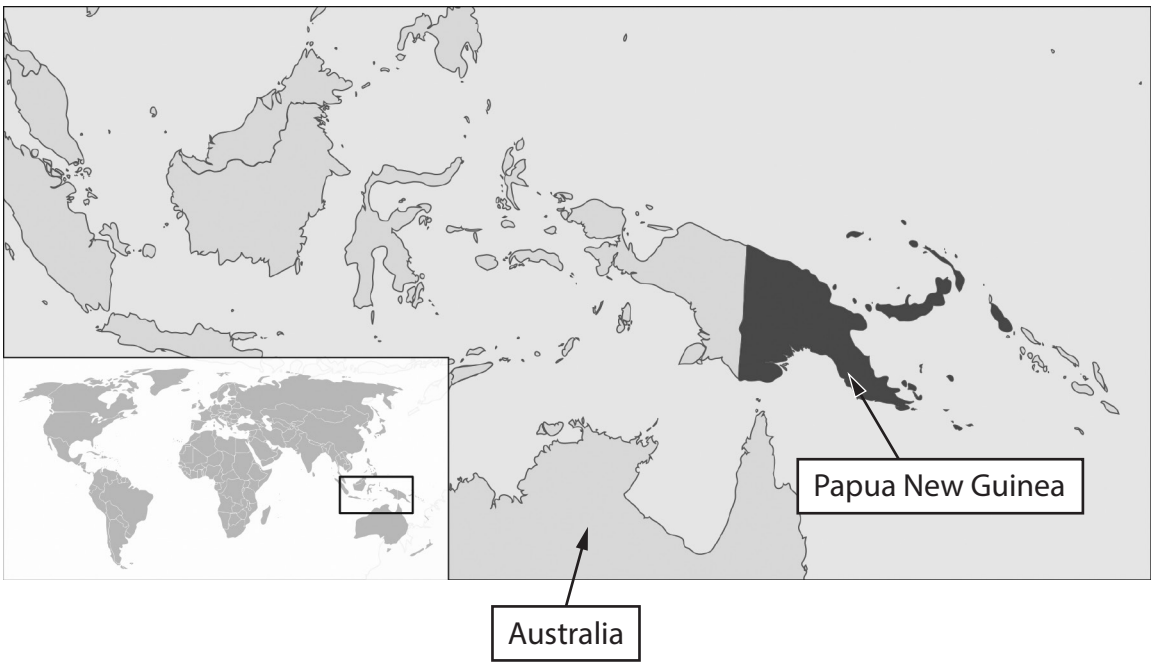
It is home to a vast range of wildlife and has some of the world's most unspoilt coral reefs.

Most of the population live in small mountain villages and make a living from farming. The majority of the population are employed in agriculture and mining.

Infrastructure

There are few international flights to and from Australia and Southeast Asia. Transport within Papua New Guinea is limited by the country's mountainous landscape and air travel is the most important form of transport. Port Moresby is not linked by road to any of the other major towns. Many remote villages can only be reached by small aircraft or on foot.

The main towns and cities have good hotels, but in the remote countryside accommodation is simpler with basic facilities.



(Source: Creative Commons CC-BY-SA-2.5)

Location of Papua New Guinea

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Papua New Guinea is not well-known in the UK as a tourist destination.

Go-Remote is a UK-based specialist tour operator that offers holidays to emerging destinations. It has conducted some market research into travel trends.

Based on their research, Go-Remote has identified an increase in demand for adventure tourism. It is considering offering adventure tourism holidays to Papua New Guinea.

10 (a) Discuss the suitability of Papua New Guinea as a destination for adventure tourism holidays from the UK.

(6)

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The number of international visitors to Papua New Guinea is low but slowly increasing.

The Papua New Guinean government wants to develop tourism and attract more visitors.

(b) Explain **one** reason the government wants to develop tourism in Papua New Guinea.

(2)

Developing tourism may create negative impacts in Papua New Guinea.

(c) Explain **one** negative environmental impact of developing tourism in Papua New Guinea.

(2)

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The government is introducing new legislation to control the development of tourism in Papua New Guinea.

(d) Explain **two** ways legislation can be used to control tourism development.

(4)

1 .....

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2 .....

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Merritt is a private sector organisation. It is a successful multinational hotel group with a reputation for high customer service standards. It has hotels in many destinations around the world.

The Papua New Guinean Tourist Board is a public sector organisation. It is considering whether to work in partnership with the Merritt hotel group to develop tourism.

(e) Discuss whether the Papua New Guinean Tourist Board should form a partnership with the Merritt hotel group to develop tourism.

(6)

(Total for Question 10 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 60 MARKS

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Component 3: Influences on Global Travel and Tourism – Sample mark scheme

General marking guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark grid, not according to their perception of where the grade boundaries may lie.
- All marks on the mark grid should be used appropriately.
- All the marks on the mark grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks if the learner's response is not rewardable according to the mark grid.
- Where judgement is required, a mark grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the mark grid to a learner's response, a senior examiner should be consulted.

Points-Based Mark Scheme Guidance

Points-based mark schemes are made up of:

1. Mark scheme rubric:

   A mark scheme rubric instructs an examiner as to how each mark is awarded.
2. Example responses:

   These demonstrate the type of acceptable responses that a learner might provide and where each mark is awarded.
3. Additional marking guidance:

   This informs examiners about any parameters which should be applied, for example 'accept any other appropriate/alternative responses'.

Applying the points-based mark scheme guidance

Examiners should follow the mark scheme rubric and use the example responses as a guide for the relevance and expectation of the responses. Learners must be credited for any appropriate response. Should learners provide answers that meet the rubric but in an alternative order, credit should be given.

Levels-Based Mark Scheme Guidance

Levels-based mark schemes (LBMS) have been designed to assess learners' work holistically. They consist of two parts:

1. Indicative content:

   Indicative content reflects content-related points that a learner might make but is not an exhaustive list. Nor is it a model answer. Learners may make some or none of the points included in the indicative content as its purpose is as a guide for the relevance and expectation of the responses. Learners must be credited for any appropriate response.

2. Levels-based descriptors:

   Each level is made up of a number of traits which when combined together articulate the quality of response that a learner needs to demonstrate. The traits progress across the levels to demonstrate the different expectations of each level. When using a levels-based mark scheme, the 'best fit' approach should be used.

Applying the levels-based descriptors

Examiners should take a 'best fit' approach to determining the mark.

- Examiners should first make a holistic judgement on which level most closely matches the learner's response. Learners will be placed in the level that best describes their answer. Answers can display characteristics from more than one level, and where this happens markers must use any additional guidance (for example weighting of traits) and their professional judgement to decide which level is most appropriate.
- The mark awarded within the level will be decided based on the quality of the answer and will be modified according to how securely all traits are displayed at that level:
  - marks will be awarded at the top of that level if the learner has evidenced each of the descriptor traits securely.
  - where the response does not securely meet all traits, the marks should be awarded based on how closely the descriptor has been met.

Section A

Question Number	Answer	Mark
1	Award **one** mark for each correct type of media up to a maximum of **two** marks. • Newspaper reports/articles. (1) • Magazines. (1) • Books. (1) • Guides. (1) • Radio. (1) • Film. (1) • TV. (1) • Social platforms. (1) • Websites. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
2 (a)	Award **one** mark for a correct economic factor from: • Fluctuations in currency exchange rates. (1) • Recession. (1) • Boom. (1) • Levels of employment. (1) • Cost of fuel. (1) Accept any other appropriate response.	(1)

Question Number	Answer	Mark
2 (b)	Award **one** mark for: • 0.84GBP / 84p / £0.84 / 0.84 (1)	(1)

Question Number	Answer	Mark
3 (a)	Award **one** mark for each correct symptom up to a maximum of **two** marks. • High temperature. (1) • Hot and shivery. (1) • Headaches. (1) • Vomiting. (1) • Muscle pains. (1) • Diarrhoea. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
3 (b)	Award **one** mark for each correct precaution up to a maximum of **two** marks. • Wear clothing that covers the body. (1) • Use mosquito nets over beds. (1) • Drink sealed bottled water only. (1) • Eat thoroughly cooked/hot food. (1) • Avoid ice in drinks. (1) • Vaccinations. (1) • Hygiene. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
4 (a)	Award **one** mark for a correct stage of the TALC model from: • Exploration. (1) • Involvement. (1) • Development. (1) • Consolidation. (1) • Stagnation. (1) • Decline. (1) • Rejuvenation. (1)	(1)

Question Number	Answer	Mark
4 (b)	Award **one** mark for each correct characteristic of a mature destination up to a maximum of **two** marks. • High volume/mass tourism/organised package holidays. (1) • Integrated transport links. (1) • Developed infrastructure. (1) • Strain on resources/water. (1) • Natural/cultural features may be damaged, diluted and/or overwhelmed by tourism. (1) • Established season. (1) • Extensively advertised (1) • Well known globally. (1) • Standard of tourist facilities may be run-down. (1) • Local economy reliant on tourism. (1) • May be conflict/tensions between locals and tourists. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
5 (a)	Award **one** mark for each correct type of severe weather event up to a maximum of **two** marks. • Floods/flooding. (1) • Drought. (1) • Wildfires/bushfires. (1) • Hurricanes/cyclones. (1) • Tornadoes. (1) • Blizzards. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
5 (b)	Award **one** mark for identification of an effect of severe weather event on organisations and **one** additional mark for a linked expansion up to a maximum of **two** marks. • Transport routes/facilities damaged/destroyed (1) leading to refunds/cancellations/alternative arrangements offered. (1) • Decline in bookings/income (1) may affect future business. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
5 (c)	Award **one** mark for a correct type of natural disaster from: • Tsunami/s. (1) • Earthquake/s. (1) • Avalanche/s. (1) • Volcanic eruptions. (1) Do not accept landslides. Accept any other appropriate response.	(1)

Question Number	Answer	Mark
5 (d)	Award **one** mark for each identified way and **one** further mark for each linked expansion up to a maximum of **four** marks. • Set up a free emergency helpline (1) so that customers/relatives can access up-to-date information. (1) • Liaise with local organisations/government (1) to make arrangements for safe return home. (1) • Send staff to affected area (1) so they can organise supplies/arrange alternative accommodation/medical assistance. (1) Accept any other appropriate response.	(4)

<table>
<tr><th>Question Number</th><th>Answer</th><th>Mark</th></tr>
<tr><td>6</td><td>Award one mark for each example identified for hotel restaurants and one mark for each example identified for cruise ship operators up to a maximum of four marks.
<table>
<tr><th>Type of travel and tourism organisation</th><th>Issue</th><th>Response</th></tr>
<tr><td>(i) Hotel restaurant</td><td>Managing waste</td><td>• Compost food waste. (1)
• Reuse plastic containers/bottles/boxes. (1)
• Manage food stock levels. (1)
• Serve smaller portions. (1)</td></tr>
<tr><td>(ii) Cruise ship operator</td><td>Saving energy</td><td>• Have lights on timers. (1)
• Encourage guests to reuse their towels. (1)
• Install energy saving devices such as energy efficient shower heads. (1)
• More efficient heating/better insulation. (1)</td></tr>
<tr><td colspan="3">Accept any other appropriate response.</td></tr>
</table></td><td>(4)</td></tr>
</table>

Section B

Question Number	Answer	Mark
7 (a)	Award **one** mark for: 15%/15 per cent (1)	(1)

Question Number	Answer	Mark
7 (b)	Award **one** mark for: Car use/car/cars (1)	(1)

Question Number	Answer	Mark
7 (c)	Award **one** mark for an identified advantage and **one** further mark for one linked expansion up to a maximum of **two** marks. • Reduces congestion (1) as in 2013 there was only an increase of about 3% in the use of public transport/buses from 1998. (1) • It will be quieter/reduced noise pollution/cleaner air (1) as there are approximately 10% fewer car journeys. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
8 (a)	Award **one** mark for each positive sociocultural impact up to a maximum of **two** marks. • Improved quality of life. (1) • Access to facilities. (1) • Improved transport/infrastructure. (1) • Improved healthcare. (1) • Improved cultural awareness. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
8 (b)	Award **one** mark for each identified negative sociocultural impact and **one** further mark for a linked expansion up to a maximum of **four** marks. • Resentment towards tourists (1) as locals may be outnumbered/prices increase/forced from their homes. (1) • Loss of culture/cultures are diluted (1) as tourists needs are catered for/destinations become more Westernised. (1) • Staged authenticity, (1) traditional ceremonies/dances performed for tourist entertainment/lose meaning. (1) Accept any other appropriate response.	(4)

Question Number	Answer	Mark
9 (a)	Award **one** mark for each correct method up to a maximum of **two** marks. ● Employing local people. (1) ● Supporting training for locals. (1) ● Using locally sourced foods/supplies. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
9 (b)	Award **one** mark for each method identified and **one** further mark for each linked expansion up to a maximum of **four** marks. ● Materials are sourced locally/made by locals, (1) this reduces air miles/emissions. (1) ● Buildings are of traditional styles, (1) this reduces any potential negative visual impacts. (1) ● Educating tourists (1) will raise awareness of the birdlife/nature/habitats/ecosystems and the need to protect them. (1) Accept any other appropriate response.	(4)

Section C

Question Number	Answer	Mark
10 (a) Synoptic question	Responses will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Responses may cover some or all of the indicative content, but learners should be rewarded for other relevant answers. Responses will be credited according to the candidate's demonstration of knowledge and understanding of the material using the indicative content and levels descriptors below. **Indicative content** ● Exotic, not well-known, unique destination which is what people seek for adventure tourism. ● Would have to travel on scheduled flights and likely to be expensive and it would take a long time to get there from the UK. ● Could be too remote and risk could be too great if suffered injury or illness; visitors would have to be evacuated to Australia for treatment. ● Exciting activities could be based on exploring mountains, volcanoes, rainforest, coral reefs and could include rock climbing, trekking, paragliding, diving. ● Due to the potential risks, isolation, lack of infrastructure and facilities it would be difficult to get insurance cover and, even then, it would be expensive. ● Accommodation more authentic, able to meet local people, learn about the culture in Papua New Guinea. ● Natural environment in Papua New Guinea is unique and unspoilt by too many visitors. ● Opportunities to get close to nature/wildlife and environment by camping out in the countryside/wilderness. ● Will offer opportunities for physical activities as may have to do a lot of walking/hiking carrying own luggage. ● Will be a lack of local businesses such as transport operators, guides that can cater for tourism so could be quite hard to set up all elements. ● May be other emerging destinations with fewer risks/cheaper closer to the UK.	(6)

Level	Mark	Descriptor
	0	No rewardable materials
1	1–2	• Demonstrates isolated knowledge and understanding, there will be major gaps or omissions. • Few of the points made will be relevant to the context in the question. • Limited discussion which contains generic assertions rather than considering different aspects and the relationship between them.
2	3–4	• Demonstrates some accurate knowledge and understanding, with only minor gaps or omissions. • Some of the points made will be relevant to the context in the question, but the link will not always be clear. • Displays a partially developed discussion which considers some different aspects and some consideration of how they interrelate, but not always in a sustained way.
3	5–6	• Demonstrates mostly accurate and thorough/detailed knowledge and understanding. • Most of the points made will be relevant to the context in the question, and there will be clear links. • Displays a well-developed and logical discussion which clearly considers a range of different aspects and considers how they interrelate, in a sustained way.

Question Number	Answer	Mark
10 (b)	Award **one** mark for an identified reason and **one** further mark for a linked justification up to a maximum of **two** marks. ● To diversify its economy (1) so that it is not wholly reliant on mining /agriculture. (1) ● To increase foreign currency earnings (1) so that they can invest in new facilities and infrastructure. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
10 (c)	Award **one** mark for an identified impact and **one** further mark for a linked justification up to a maximum of **two** marks. ● Land cleared/roads/hotels built (1) could lead to extinctions/threat to rare species/deforestation. (1) ● Increased number of visitors/hiking/boat trips/diving (1) will cause damage to coral reefs/rainforest. (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
10 (d)	Award **one** mark for each benefit identified and **one** further mark for each linked expansion up to a maximum of **four** marks. • By controlling what/how/where developments are built/materials used/by creating nature reserves (1) they can protect the natural environment/rainforest/culture. (1) • Set minimum wages (1) to ensure that local people can improve their quality of life. (1). • Give tax incentives/relief for investors (1) to raise money to fund improvements to roads/infrastructure. (1) Accept any other appropriate response.	(4)

Question Number	Answer	Mark
10 (e) Synoptic question	Responses will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Responses may cover some or all of the indicative content but learners should be rewarded for other relevant answers. Responses will be credited according to the candidate's demonstration of knowledge and understanding of the material using the indicative content and levels descriptors below. **Indicative content** ● Merritt could bring their skills and expertise to develop hotels in Papua New Guinea with the tourist board. ● They have a history of success and high standards so customer satisfaction should be very good. ● Merritt may take control of the project and overwhelm the tourist board who are less experienced in the industry. ● Merritt have hotels around the world so would be able to use their experience to train local staff. Merritt may want to bring in their own staff as the locals will not have the skills needed. ● Could attract further investment/businesses to set up in Papua New Guinea as they will see the potential opportunities/money to be made by having a presence/involvement early on in the development. ● Customers of Merritt who have stayed in their hotels in other parts of the world could be attracted to stay in the new hotel/s in Papua New Guinea. ● Merritt will have different objectives/aims and will need to make a profit, this may conflict with the tourist board who will be aiming to create benefits for the local people. ● Will help raise the profile of Papua New Guinea internationally by having Merritt'/hotel group's presence offering internationally recognised standards of service, as currently most accommodations have basic standards. ● Progress could be slow as all decisions will have to be approved by Government. ● Merritt can help meet the need to increase availability of accommodation beyond main towns and cities/in the countryside. ● Local accommodation providers may protest about involving a multinational company as they may lose customers. ● Merritt will have the funds for developing the hotel/accommodation infrastructure to help the tourist board achieve its aim/plans. ● Can share the costs of advertising and promotion, saving costs for the Papua New Guinean tourist board as they are likely to have limited funds/budgets. ● The Papua New Guinean tourist board can promote/use Merritt's reputation/image on its website offering reassurance to potential visitors.	(6)

Level	Mark	Descriptor
	0	No rewardable materials
1	1–2	• Demonstrates isolated knowledge and understanding, there will be major gaps or omissions. • Few of the points made will be relevant to the context in the question. • Limited discussion which contains generic assertions rather than considering different aspects and the relationship between them.
2	3–4	• Demonstrates some accurate knowledge and understanding, with only minor gaps or omissions. • Some of the points made will be relevant to the context in the question, but the link will not always be clear. • Displays a partially developed discussion which considers some different aspects and some consideration of how they interrelate, but not always in a sustained way.
3	5–6	• Demonstrates mostly accurate and thorough/detailed knowledge and understanding. • Most of the points made will be relevant to the context in the question, and there will be clear links. • Displays a well-developed and logical discussion which clearly considers a range of different aspects and considers how they interrelate, in a sustained way.

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